

What is Claimed:

1 1. A display-information deciding method, executed by a
2 display-information deciding apparatus, for transmitting
3 display-information to an information terminal having a display
4 screen and an input unit, comprising the steps of:

5 (a) analyzing a page template specified by a
6 display-information obtaining request sent from the
7 information terminal;

8 (b) obtaining display-area specifying information
9 and display attribute information from said page template;

10 (c) obtaining a plurality of pieces of content
11 specifying information related to said display-area
12 specifying information;

13 (d) inspecting a plurality of display conditions
14 respectively related to each of said pieces of content
15 specifying information to determine whether each display
16 condition has a content to be embedded in said page
17 template;

18 (e) shaping at least one content determined to be a
19 content to be embedded in said page template in accordance
20 with said display attribute information; and

21 (f) transmitting said at least one shaped content to
22 the information terminal.

1 2. A display-information deciding method, executed by a
2 display-information deciding apparatus, for transmitting
3 display-information to an information terminal having a display
4 screen and an input unit, comprising the steps of:

5 (a) analyzing a page template specified by a
6 display-information obtaining request sent from the
7 information terminal;

8 (b) obtaining display-area specifying information
9 from said page template;

10 (c) obtaining a plurality of banner beans related to
11 said display-area specifying information in the
12 display-information deciding apparatus;

13 (d) inspecting a plurality of schedule conditions
14 respectively related to each of said banner beans to
15 determine whether each schedule condition is a bean
16 including a banner to be embedded in said page template;

17 (e) obtaining display-image specifying information
18 and link-destination-URL specifying information from a
19 banner bean judged as a bean including a banner to be
20 embedded in the page template; and

21 (f) transmitting display image data corresponding to
22 said display-image specifying information and character
23 string information corresponding to said
24 link-destination-URL specifying information to the
25 information terminal.

1 3. A display information deciding method, executed by a
2 display-information deciding apparatus, for transmitting
3 display information to an information terminal having a display
4 screen and an input unit, comprising the steps of:

5 (a) analyzing a page template specified by a
6 display-information obtaining request sent from the
7 information terminal;

8 (b) obtaining display-area specifying information
9 from said page template;

10 (c) obtaining a plurality of pieces of content
11 specifying information related to display-area specifying
12 information;

13 (d) inspecting a plurality of display conditions
14 respectively related to each of said pieces of content
15 specifying information to determine whether each display
16 condition has a content to be embedded in said page
17 template; and

18 (e) transmitting at least one content judged as a
19 content to be embedded in said page template to the
20 information terminal.

1 4. A display-information deciding method, executed by a
2 display-information deciding apparatus, for transmitting
3 display information to an information terminal having a display
4 screen and an input unit, comprising the steps of:

5 (a) defining a page-template bean for holding as a
6 property information for specifying an HTML file,
7 including a Servlet, defining section containing
8 display-area specifying information as a parameter;

9 (b) obtaining content specifying information from a
10 part bean determined to be a part bean for holding content
11 specifying information for specifying content of a part
12 displayed in a display area as a property;

13 (c) setting schedule information serving as a
14 condition for contents to be displayed in said display
15 area to said part bean; and

16 (d) holding said part bean and display-area
17 specifying information by relating said part bean and said
18 display-area specifying information with each other.

1 5. A display-information deciding system including a

2 display-information deciding apparatus for transmitting display
3 information to an information terminal having a display screen
4 and an input unit, comprising:

5 (a) a display-area content creator for analyzing a
6 page template specified by a display-information obtaining
7 request sent from the information terminal, obtaining
8 display-area specifying information from said page
9 template, and obtaining a plurality of pieces of content
10 specifying information related to display-area specifying
11 information;

12 (b) a schedule engine for inspecting a plurality of
13 display conditions respectively related to each of said
14 plurality of pieces of content specifying information to
15 determine whether each display condition has a content to
16 be embedded in said page template; and

17 (c) web server software for transmitting at least
18 one content judged as a content to be embedded in said
19 page template to the information terminal.

1 6. A display-information deciding system including a data
2 base to be accessed by a display-information deciding apparatus
3 for transmitting corresponding display information in response
4 to a request for obtaining an HTML file including a Servlet
5 defining section containing display-area specifying information
6 as a parameter from an information terminal having a display

7 screen and an input unit, comprising:

8 (a) a component DB for storing a part bean holding
9 content specifying information for specifying the content
10 of a part displayed in a display area as a property; and

11 (b) an arrangement rule DB for storing an
12 arrangement object for holding said part bean, the
13 display-area specifying information, and schedule
14 information serving as a condition for said part bean to
15 be displayed in said display area by relating said part
16 bean, the display-area specifying information, and said
17 schedule information with each other.

1 7. A storage medium for storing a display-information
2 deciding program to be executed by a display-information
3 deciding apparatus for transmitting display information to an
4 information terminal having a display screen and an input unit,
5 wherein the program includes:

6 (a) program code for instructing the
7 display-information deciding apparatus to analyze a page
8 template specified by a display-information obtaining
9 request sent from the information terminal;

10 (b) program code for instructing the
11 display-information deciding apparatus to obtain
12 display-area specifying information and display attribute

13 information from said page template;

14 (c) program code for instructing the
15 display-information deciding apparatus to obtain a
16 plurality of pieces of content specifying information
17 related to display-area specifying information;

18 (d) program code for instructing the
19 display-information deciding apparatus to inspect a
20 plurality of display conditions respectively related to
21 each of said plurality of pieces of content specifying
22 information and determine whether each display condition
23 has a content to be embedded in said page template;

24 (e) program code for instructing the
25 display-information deciding apparatus to shape at least
26 one content determined to be a content to be embedded in
27 said page template in accordance with said display
28 attribute information; and

29 (f) program code for instructing the
30 display-information deciding apparatus to transmit said
31 shaped content to the information terminal.

1 8. A storage medium for storing a display-information
2 deciding program, executed by a display-information deciding
3 apparatus, for transmitting display information to an
4 information terminal having a display screen and an input unit,

5 wherein the program includes:

6 (a) program code for instructing the
7 display-information deciding apparatus to analyze a page
8 template specified by a display-information obtaining
9 request sent from the information terminal;

10 (b) program code for instructing the
11 display-information deciding apparatus to obtain
12 display-area specifying information from said page
13 template;

14 (c) program code for instructing the
15 display-information deciding apparatus to obtain a
16 plurality of banner beans related to said display-area
17 specifying information in the display-information deciding
18 apparatus;

19 (d) program code for instructing the
20 display-information deciding apparatus to inspect a
21 plurality of schedule conditions respectively related to
22 each of said plurality of banner beans and determine
23 whether each schedule condition is a bean including a
24 banner to be embedded in said page template;

25 (e) program code for instructing the
26 display-information deciding apparatus to obtain
27 display-image specifying information and

28 link-destination-URL specifying information from a banner
29 bean judged as a bean including a banner to be embedded in
30 said page template; and

31 (f) program code for instructing the
32 display-information deciding apparatus to transmit display
33 image data corresponding to the display-image specifying
34 information and character string information corresponding
35 to said link-destination-URL specifying information to the
36 information terminal.

1 9. A storage medium for storing a display-information
2 deciding program to be executed by a display-information
3 deciding apparatus for transmitting display information to an
4 information terminal provided with a display screen and an
5 input unit, wherein the program includes:

6 (a) program code for instructing the
7 display-information deciding apparatus to analyze a page
8 template specified by a display-information obtaining
9 request sent from the information terminal;

10 (b) program code for instructing the
11 display-information deciding apparatus to obtain
12 display-area specifying information from said page
13 template;

14 (c) program code for instructing the

display-information deciding apparatus to obtain a plurality of pieces of content specifying information related to display-area specifying information;

(d) program code for instructing the display-information deciding apparatus to inspect a plurality of display conditions respectively related to each of said plurality of pieces of content specifying information and determine whether each display condition has a content to be embedded in said page template; and

(e) program code for instructing the display-information deciding apparatus to transmit at least one content judged as a content to be embedded in said page template to the information terminal.

10. A storage medium for storing an object to be accessed by a display-information deciding apparatus for transmitting corresponding display information in response to a request for obtaining an HTML file including a Servlet defining section containing display-area specifying information as a parameter sent from an information terminal having a display screen and an input unit, comprising:

(a) a part bean holding content specifying information for specifying content of a part bean displayed in a display area as a property; and

12 (b) an arrangement object for holding said part
13 bean, the display-area specifying information, and
14 information serving as a condition for said part bean
15 to be displayed in said display area by relating said
16 part bean, the display-area specifying information,
17 and said condition-serving information with each
18 other.

1 11. A storage medium for storing an object to be accessed by
2 a display-information deciding apparatus for transmitting the
3 corresponding display information in response to a request for
4 obtaining an HTML file including a Servlet defining section
5 containing display-area specifying information and display
6 attribute information as parameters sent from an information
7 terminal having a display screen and an input unit, comprising:

8 (a) a banner bean holding banner-display-image
9 specifying information for specifying a display image
10 of a banner displayed in a display area and
11 banner-link-destination-URL specifying information for
12 specifying a link destination URL of said banner as
13 properties; and

14 (b) an arrangement object for holding said banner
15 bean, the display-area specifying information, and
16 schedule information serving as a condition for said
17 banner to be displayed in a display area by relating
18 said banner bean, the display-area specifying

